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Message Text

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PAGE 01 MELBOU 00215 01 OF 02 312204Z
ACTION EA-09

INFO OCT-01 ISO-00 EB-08 /018 W
----------312221Z 128557 /67
P R 280630Z JAN 77
FM AMCONSUL MELBOURNE
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 3739
AMEMBASSY CANBERRA
AMEMBASSY TOKYO
AMCONSUL SYDNEY
AMCONSUL PERTH
AMCONSUL BRISBANE
AMCONSUL AUCKLAND

UNCLAS SECTION 1 OF 2 MELBOURNE 0215

E O 11652 N A
TAGS BEXP, AS
SUBJ: COMMERCIAL FISHING CATALOG EXHIBIT

REFS A MELBOURNE 0002 B USDOC 1217 C USDOC 1218

1. FOLLOWING IS ITINERARY FOR INDUSTRY EXPRT (IE) DURING THREE STOP MOBILE SEGMENT OF SUBJECT EXHIBIT IN STATES OF SOUTH AUSTRALIA AND VICTORIA. COMMERICAL OFFICER MARHSALL WILL ACCOMPANY IE FOR ALL STOPS
.

DATE TIME ACTIVITY
4/14 1040 DEPART AUCKLAND TE 835
4/14 1235 ARRIVE MELBOURNE. MET BY COMOFF
4/14 1350 DEPART MELBOURNE FOR ADELAIDE AN 204
4/14 1425 ARRIVE ADELAIDE (ADELAIDE TIME 30 MINS BEHIND MELBOURNE)
K4/14 1630 DEPART ADELAIDE FOR PORT LINCOLN, SOUTH AUSTRALIA (SA) GJ 590
4/14 1720 ARRIVE PORT LINCOLN
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4/15 1000 BEGIN SHOW AT PORT LINCOLN
4/15 1600 END SHOW AT PORT LINCOLN
4/15 2120 DEPART PORT LINCOLN FOR ADELAIDE, GJ593
4/15 2210 ARRIVE ADELAIDE AND OVERNIGHT THRERE.
4/16 0800 DEPART ADELAIDE FOR MILLICENT, SA
BY AUTO FURNISHED AND DRIVEN BY SUPPLY DIVISION
MANAGER OF SOUTH AUSTRALIAN FISHERMAN'S CO-OP LTD,

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(SAFCOL) WHO IS WORKING CLOSELY WITH
COMMERCIAL OFFICER TO ORGANIZE SEGMENT IN SA. IF
CARTONS CANNOT FIT IN CAR, RENT STATION WAGON FOR TRIP
MILLICENT (SEE PARA 6 BELOW).
4/16 1230 IE, SAFCOL SUPPLY MANAGER AND COMOFF ARRIVE MILLICENT
4/16 1600 BEGIN SHOW AT MILLICENT
4/16 2200 END SHOW AT MILLICENT AND OVERNIGHT THERE
4/17 0900 DEPART MILLICENT BY RENTED STATION WAGON FOR MELBOURNE.
4/17 1700 ARRIVE MELBOURNE AND OVERNIGHT THERE.
4/18 0900 DEPART MELBOURNE BY RENTAL VEHICLE FOR LAKES ENTRANCE,
VICTORIA.
4/18 1300 ARRIVE LAKES ENTRANCE
4/18 1830 BEGIN SHOW
4/18 2100 END SHOW. OVERNIGHT AT LAKES ENTRANCE
4/19 1000 BEGIN SECOND EDITION OF SHOW AT LAKES ENTRANCE
4/19 2100 END SECOND EDITION OF SHOW. OVERNIGHT AT LAKES
ENTRANCE.
4/20 0900 DEPART LAKES ENTRANCE BY RENTAL VEHICLE FOR MELBOURNE.
4/20 1300 ARRIVE MELBOURNE.
4/20 1500 IE DEPARTS MELBOURNE FOR SYDNEY WITH CATALOGS VIA TN458
4/20 1610 IE ARRIVES SYDNEY

2. ESTIMATED BUDGET FOR THREE STOP MOBILE SEGMENT OF SHOW
IN SA AND VICTORIA AS FOLLOWS. ESTIMATES EXCLUDE IE'S AIRFARE
WITHIN AUSTRALIA AS IE WILL PURCHASE TICKET FOR ENTIRE TRIP
IN U.S. OR JAPAN. ALSO EXCLUDED ARE EXCESS BAGGAGE CHARGES
FOR SAME REASON. CURRENT EXCHANGE RATE: A DOLS 1.00 EQUALS US DOLS
1.10.

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GROUND TRANSPORT:

- RENTAL OF STATION FROM MILLICENT THROUGH MELBOURNE TO
LAKES ENTRANCE AND RETURN TO MELBOURNE - A DOLS 275. (A DOLS 325 IF
STATION WAGON RENTED AT ADELAIDE)
RENTAL OF EXHIBITION HALLS INCLUDING COFFEE SERVICE:

- IN PORT LINCOLN - A DOLS 90
- IN MILLICENT - A DOLS 40
- IN LAKES ENTRANCE - A DOLS 70.

PUBLICITY FOR SHOW:
(A) MELBOURNE COMOFF PLANS INSERT ARTICLE IN GOA'S DEPARTMENT
OF PRIMARY INDUSTRY, FISHERIES DIVISION MONTHLY MAGAZINE
"AUSTRALIAN FISHERIES" (WHICH HAS NATIONAL CIRCULATION) ON
BEHALF OF SYDNEY'S AND BRISBANE'S EDITION OF SHOW AS WELL
AS VICTORIA/SA MOBILE SEGMENT. TO SPECIFICALLY REACH
VICTORIA FISHERMEN, ARTICLE WILL ALSO BE PLACED IN
VICTORIAN FARMERS' UNION MONTHLY "VICTORIAN FARMER" WITH

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EXCELLENT CIRCULATION FOR FISHERMEN IN VICTORIA. FOR SA
SHOWS, WE PLAN INSERT SIMILAR ARTICLE IN STATE FISHERIES
DEPARTMENT/AUST FISHING INDUSTRY COUNCIL PUBLICATION "SAFIC".
ALL SUCH ARTICLES TO BE INSERTED AT NO COST. IN ADDITION, CO-OPS ANXI
OUS
TO HELP PROMOTE SHOW TO MEMBERS.
(B) PRINTING 1000 COPIES OF CATALOG SHOW BROCHURE ON BEHALF OF
ALL AUST POSTS: A DOLS 100.
(C) AS AN OPTION, IF BUDGET PERMITS - PLACEMENT OF AD IN
"VICTORIAN FARMER" - A DOLS 125.
(D) SEE PARA 6 FOR INFO AND MATERIALS NEEDED NOW TO PRODUCE
BROCHURES AND WRITE ARTICLES.

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ACTION EA-09

INFO OCT-01 ISO-00 EB-08 /018 W
----------312223Z 128691 /67
P R 280630Z JAN 77
FM AMCONSUL MELBOURNE
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 3740
AMEMBASSY CANBERRA
AMEMBASSY TOKYO
AMCONSUL SYDNEY
AMCONSUL PERTH
AMCONSUL BRISBANE
AMCONSUL AUCKLAND

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3. ESTIMATED BUDGEST FOR SYDNEY AND BRISBANE AS FOLLOWS:
- SYDNEY: AMCONSUL SYDNEY REPORTS IT
REQUIRES NO BUDGET FOR EVENT.
- BRISBANE: SITE AND EQUIPMENT A DOLS 200-300
OPENING RECEPTION AND COFFEE FOR SHOW A DOLS 200
MAILING A DOLS 108
LOCAL ADVERTISING A DOLS 100-200
GRAPHICS A DOLS 100

AMCONSUL BRISBANE REPORTS SECRETARIAL SUPPORT FOR SHOW TO BE
SUPPLIED BY CONSULATE PERSONNEL, SITE AND EQUIPMENT AND
RECEPTION FIGURES ARE FAIRLY FIRM AND MAILING AND GRAPHICS
CAN BE CUT OR PARTIALLY POST FUNDED IF NECESSARY.

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4. COMPLETE RESULTS OF SMALL-SCALE MARKET RESEARCH STUDY (SEE REF A) WILL BE POUCHED DURING FIRST WEEK FEB. STUDY FINDINGS THUS FAR, HOWEVER, INDICATE FOLLOWING EQUIPMENT COULD BE MOST EFFECTIVELY PROMOTED VIA EXHIBIT: ELECTRONICS: SONAR, AUTO PILOTS, ECHO SOUNDERS "LOWER-PGICED" SSB MARINE RADIO EQUIPMENT, NAVIGATION EQUIPMENT
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USING OMEGA SYSTEM (OMEGA TRANSMITTER PLANNED TO BE INSTALLED IN VICTORIA WILL CREATE DEMAND FOR OMEGA-TYPE NAVIGATION RECEIVERS IN COMMERICAL FISHING OPERATIONS HERE), OTHER NAVIGATION EQUIPMENT, DIRECTION FINDERS, FISH FINDERS; NON-ELECTRONIC ON-BOARD EQUIPMENT; CLEANING, PROCESSING, AND BRINE-AND COLD-ROOM REFRIGERATION EQUIPMENT, MARINE HARDWARE, WASTE RECYCLING GEAR, NETS, SEINES, NET HANDLING EQUIPMENT INCLUDING WINCHES AND MOTORS, TUNA-FISHING GEAR INCLUDING HOOKS, PRAWN TRAWL GEAR, EQUIPMENT TO TRAWL FOR HAKE, HYDRAULIC STEERING GEAR, OUT-BOARD MOTORS, SMALL GASOLINE OR SIESEL MOTORS TO DRIVE AIR COMPRESSORS, AIR COMPRESSORS, WET SUITS, BOAT AND CREW SAFETY EQUIPMENT, STATE-OF-THE-ART EQUIPMENT TO FISH SHARK, CRAYFISH, SCALLOPS, SALMON, FLATHEAD, ABALONE, TUNA, PRAWNS; ON-SHORE EQUIPMENT: EQUIPMENT TO SKIN AND FILLET SHARK AND FLATHEAD, CRYOGENIC FREEZING EQUIPMENT, PACKAGING EQUIPMENT INCLUDING VACUUM PACKAGING, MACHINERY TO EXTRACT WHITE MEAT FROM FISH TO PRODUCE PRODUCTS SUCH AS FISH STICKS, ETC; MISC: ACCESSORIES AND TECHNICAL INFO FOR BOAT BUILDING TRADE, SMALL PURSE SEINING BOATS.

5. FOLLOWING ARE INDIVIDUALS WHOSE NAMES HAVE BEEN SUGGESTED AS BEING KNOWLEDGEABLE ABOUT AUSTRALIAN FISHING INDUSTRY AND WHO MAY BE CONTACTED BY APPROPRIATE USDOC PERSONNEL FOR GENERAL INFO: .S. CONSULTANT TO SAFCOL: MR JAMES R TOWNSEND, 1204 RUSS BUILDING, 235 MONTGOMERY STREET, SAN FRANCISCO, CA 94140; U.S. FIRM FOR WHOSE PRODUCTS SAFCOL HOLDS AGENCY: MR CHARLES L WHITE, PRESIDENT, INTERNATIONAL MARINE INDUSTRIES, 2370 POALO WAY, SAN DIEGO, CA 92111, TEL (714) 565-7653.

6. ACTIONS REQUESTED:

(A) ADVISE METHOD BY WHICH FUNDS FOR EXPENSES WHICH MUST BE PAID FOR NOW (EG PUBLICITY) WILL BE MADE AVAILABLE FROM COMMERCE;
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(B) POUCH OR CABLE BRIEF BIO INFO ON INDUSTRY EXPERT(S)
AND, WHEN KNOWN, ADVISE WHICH IE GOING TO WHICH POSTS;
(C) ADVISE NUMBER OF CARTONS OF CATALOGS, EXACT SIZE AND WEIGHT
OF EACH. WE WILL MAKE ARRANGEMENTS WITH AIRLINES FOR CARRIAGE
OF THIS EXCESS BAGGAGE;
(D) FORWARD POST SELECTION OF SUITABLE B & W OR COLOR
PHOTOS FOR USE IN MAGAZINE ARTICLES AND BROCHURE. SUGGESTED
SUBJECTS OF PHOTOS ARE: COMMERICAL FISHING GEAR TO BE
FEATURED, PHOTOS OF IE (S), COMMERICAL FISHING CATALOG SHOWS
HELD ELSEWHERE, ETC. REQUEST AT LEAST SOME PHOTOS BE FORWARDED
TO ARRIVE HERE WITHIN TWO OR THREE WEEKS;
(E) ADVISE ANY FILMS WHICH IE (S) PLAN(S) BRING HERE;
(F) ADVISE IF BUDGET AS STATED ABOVE APPROVED.
BRAND

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Message Attributes

Automatic Decaptioning: X
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Decaption Note:
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Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
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Disposition Event:
Disposition History: n/a
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Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
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Format: TEL
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Handling Restrictions: n/a
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Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
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Review Media Identifier:
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Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3677839
Secure: OPEN
Status: NATIVE
Subject: COMMERCIAL FISHING CATALOG EXHIBIT
TAGS: BEXP, AS
To: COM
Type: TE
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